Microsoft

ALSO

Helping customers on
their journey to Public Cloud

Migration to Azure from planning to maintenance

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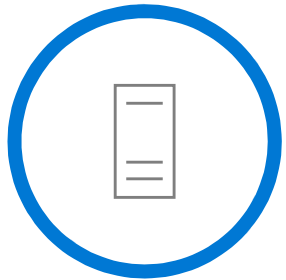jevgeni.tkatsov@also.com

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Microsoft
Partner

2017 Partner of the Year Winner
Distributor Award - Disrupting Distribution
- From transaction to consumption

Microsoft

Cloud Adoption will Continue to Grow

Datacenter consolidation and modernization are key drivers

80% of CIOs will be pressured by their business leaders to evaluate **migrating their datacenters** to cloud IaaS
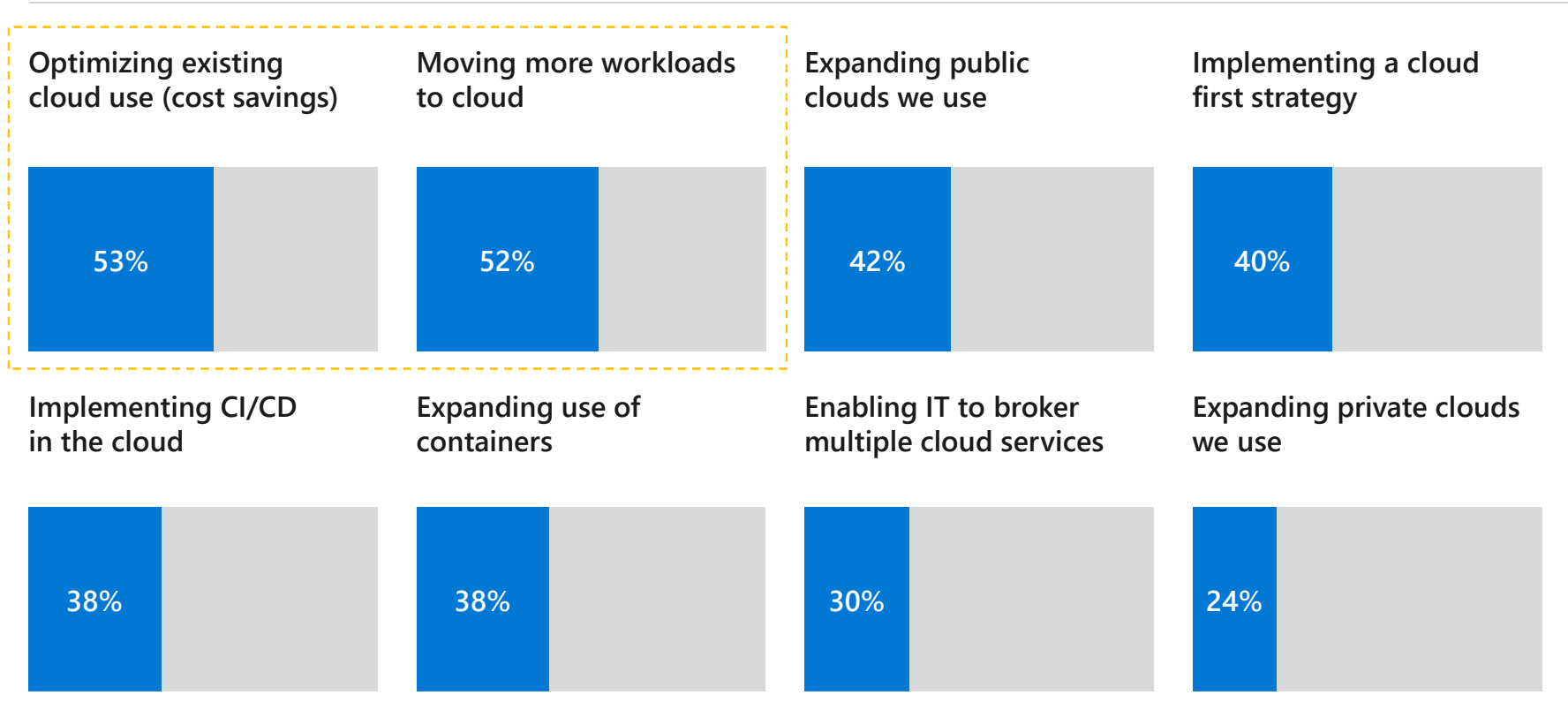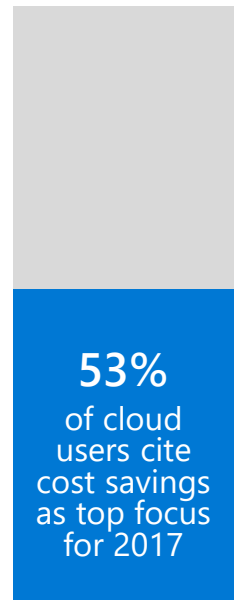
— **Gartner**

Cloud IaaS is fastest growing subsegment, projected to grow **30.1% CAGR for next 5 years**
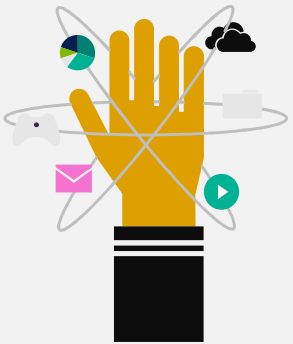
— **Gartner and IDC**

Migration is a key priority for CIOs
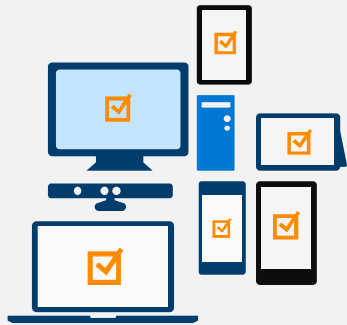
Top Cloud Initiatives

53% of cloud users cite cost savings as top focus for 2017

Optimizing existing cloud use (cost savings)
53%

Moving more workloads to cloud
52%

Expanding public clouds we use
42%

Implementing a cloud first strategy
40%

Implementing CI/CD in the cloud
38%

Expanding use of containers
38%

Enabling IT to broker multiple cloud services
30%

Expanding private clouds we use
24%

Source: RightScale 2017 State of the Cloud Report

Industry Trends are Creating new Challenges:
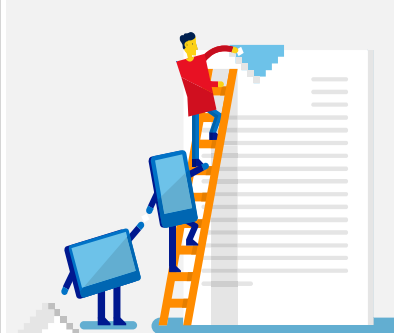

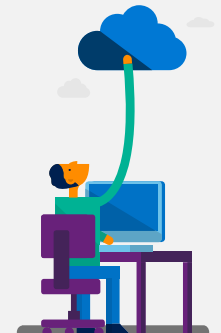**New apps**

Device proliferation

Cybersecurity threats

Data explosion

Cloud computing

Top Triggers for Customer Workload Migrations

Cost Model Transformation

- CAPEX to OPEX.
- DC modernization
- Increasing DC operational costs

Security & Compliance

- Modern security for modern threats
- Regulatory compliance requirements
- Business continuity

Need for Business Agility

- New capabilities – e.g. adv. analytics
- Time to value –build, deploy, manage
- Availability of skills
- Retain relevance of internal IT through higher value to business

Contracts, Licenses up for Renewal

- Expiring co-location contracts
- End of support of Software
- End of support contracts

Hyper-scale secure infrastructure

54 regions worldwide **140** available in 140 countries

Norway West
West Europe
UK West
North Europe
UK South
France Central
France South

Norway East
Germany West Central
Germany North
Germany Northeast
Germany Central
Switzerland North
Switzerland West

US Gov Iowa, Central US
West Central US
West US 2
West US
US Gov Arizona
US Gov Texas
South Central US
Canada East
Canada Central
North Central US
US DoD East
East US, East US 2, US Gov Virginia
US DoD Central

China North, China North 2
Korea Central
Korea South
Japan
Japan West
China East, China East 2
East Asia

UAE North
UAE Central
West India
Central India
South India
Southeast Asia

○ Available region
◌ Announced region
● Availability Zone(s) present

https://azure.microsoft.com/en-us/global-infrastructure/

Data privacy as a core

We build our Trusted Cloud on four foundational principles[*]

Security
We build our services from the ground up to help safeguard your data

Privacy
Our policies and processes help keep your data private and in your control

Compliance
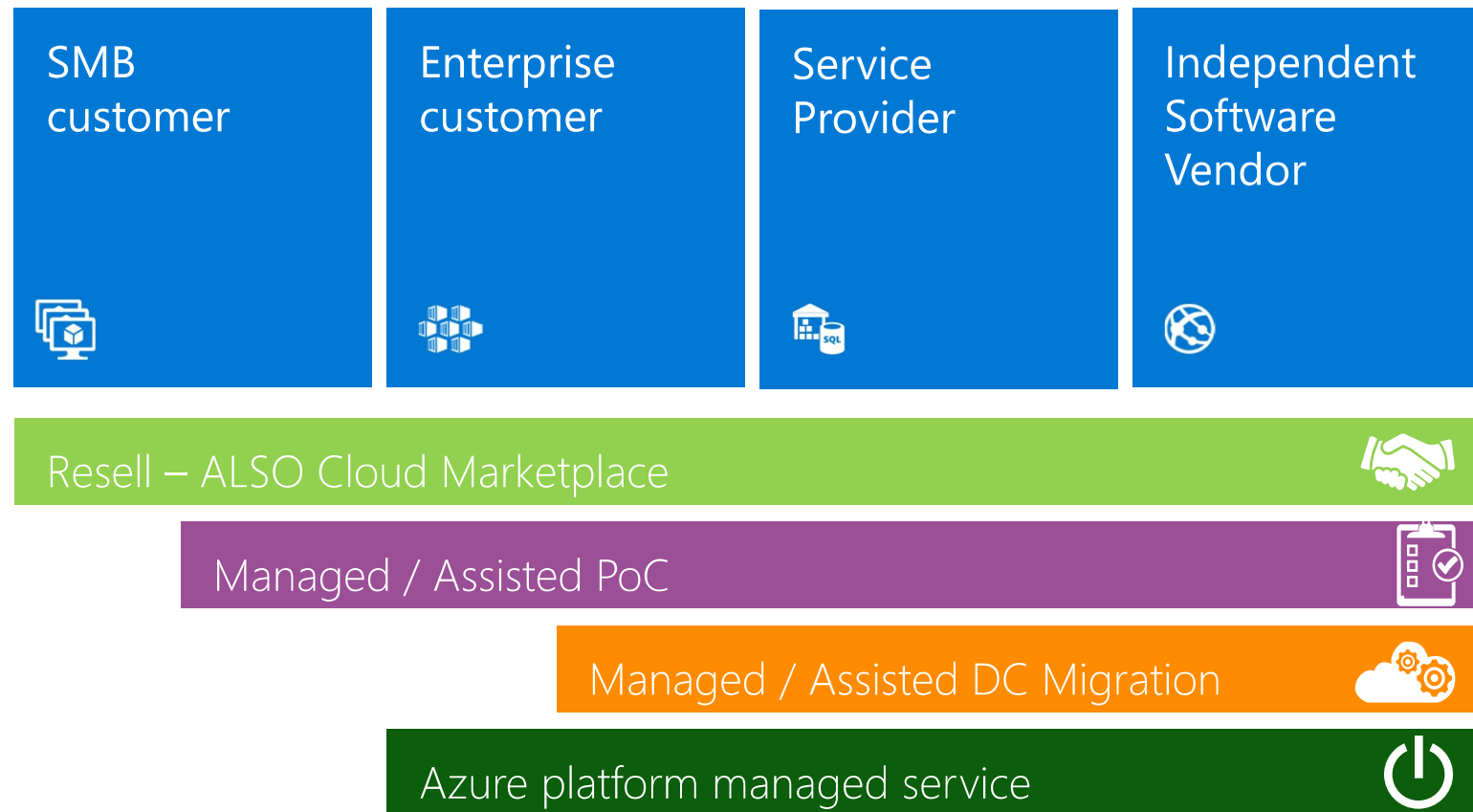We provide industry-verified conformity with global standards
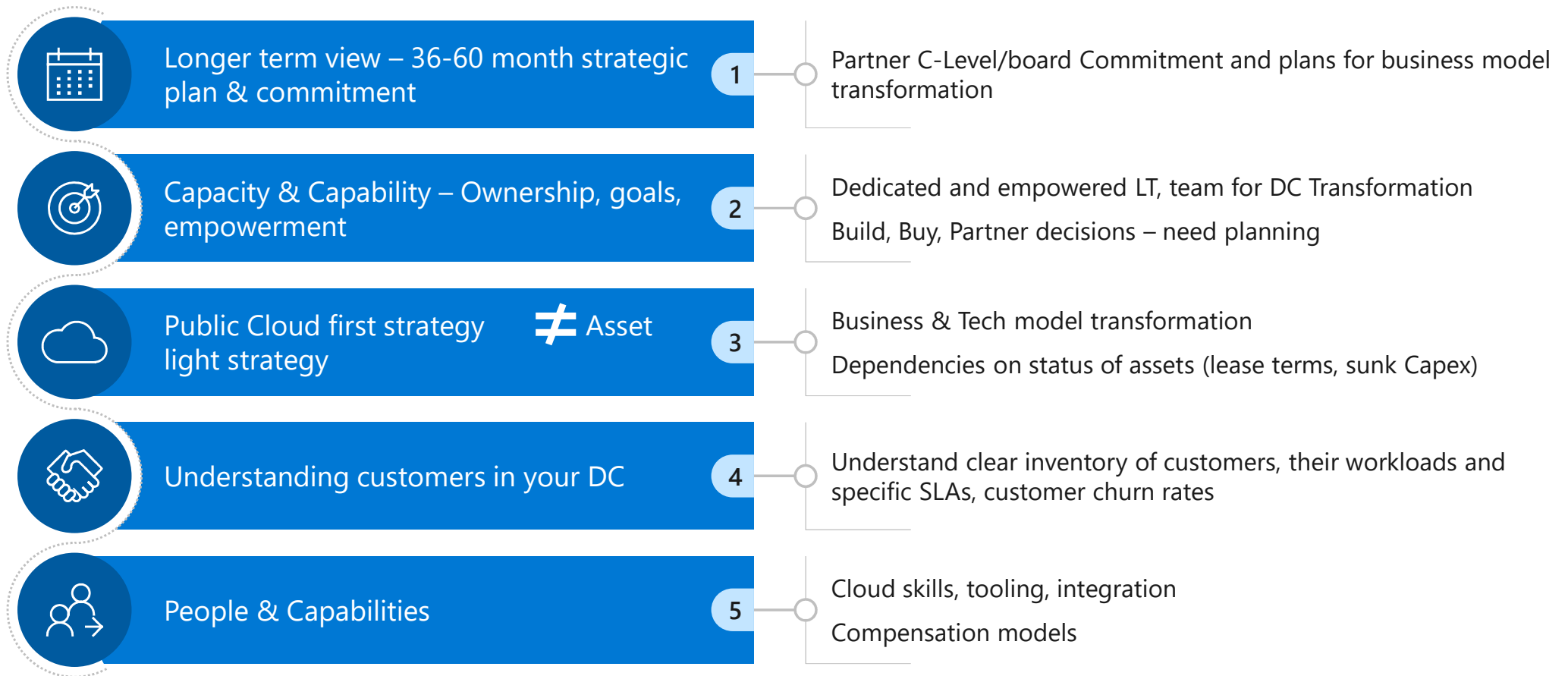
Transparency
We make our policies and practices clear and accessible to everyone

Customer Landscape for DC Migration

SMB customer	Enterprise customer	Service Provider	Independent Software Vendor

Resell – ALSO Cloud Marketplace

Managed / Assisted PoC

Managed / Assisted DC Migration

Azure platform managed service

Obstacles while migrating to Cloud

Longer term view – 36-60 month strategic plan & commitment | **1** | Partner C-Level/board Commitment and plans for business model transformation

Capacity & Capability – Ownership, goals, empowerment | **2** | Dedicated and empowered LT, team for DC Transformation

Build, Buy, Partner decisions – need planning

Public Cloud first strategy ≠ Asset light strategy | **3** | Business & Tech model transformation

Dependencies on status of assets (lease terms, sunk Capex)

Understanding customers in your DC | **4** | Understand clear inventory of customers, their workloads and specific SLAs, customer churn rates

People & Capabilities | **5** | Cloud skills, tooling, integration

Compensation models

ALSO DC Migration program

ALSO experts provide full support for customers and partners to migrate workloads from current on-premise infrastructure to Microsoft Azure – from TCO and planning to post-migration validation and managed services.
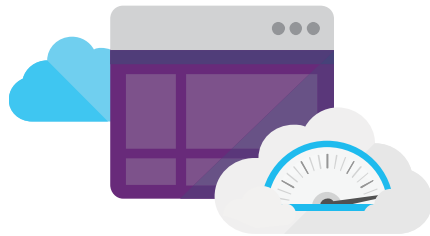
1. DISCOVER & PLAN

- Infrastructure assessment
- Optimized cloud infrastructure
- Azure cloud cost calculation (TCO)
- Cloud configuration mapping
- Planning and forecasting

2. MIGRATE

- Migration plan by ALSO architects
- Proof of Concept
- Migration with automation tools
- Azure resource deployment
- Migration process tracking

3.VALIDATE & MANAGE

- Migration validation (on workload level)
- Connectivity tests
- Performance analysis
- Usage and billing analysis
- Reporting

More than migration – ISV program

Suggesting on consumptional business model, calculating impact on profitability.

Perform re-architecture of legacy code to adopt to Azure infrastructure. Managing of Azure infrastructure.

Helping with GTM, offering co-sell through partner channel network of ALSO countries for expansion.

http://also.cloud/isv

What to do next?

➡️ Learn more about Azure

➡️ Talk to ALSO representative or solution area lead

➡️ Identify customers or own needs

Thank You!

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